



Public Relations Officer Report, March 23rd, 2011



Q: What have you done towards making the District President's Distinguished?

Well District Public Relations Office has been busy since January 11th. We've:

1. IPO'd (Initial Public Offered)/launched our Community Relations Department.
Community Relations now is a detached entity from Community Judging. Laura Scott co-chair has defined what Community Relations is all about – resource for information on non-Toastmaster community events which offer opportunity to enhance public speaking and leadership skills.

Our Division PR Chairs were instrumental in this launch because these PR soldiers were busy identifying, attending events, interviewing and writing about members, who were super heroes outside of Toastmasters.
2. Distributed via Email our Spring Founder Newsletter that featured the following News (To view articles go to foundersdistrict.org Homepage under "Latest News") :
 - a. Community Relations Story
 - b. Spotlight Articles
 - i. Two outstanding district members
 - ii. 2nd Club who Achieved President's Distinguished
 - iii. District-sponsored Social Media Presentation on Feb 12th
3. Completed coordination and still more upcoming community judging events are in the works. Avis has been busy coordinating for the Rotary Judging. So much so that she is in a quandary because the two dates conflict with District Events. However, she's not looking TM trained judges; Toastmasters with Speech Evaluation experience are welcome.
4. Brought back the Public Relations contests. The deadline for submission is Midnight this Friday Mar 25th. The winner will be announced at the Spring Conference. We've received a few Diamond Web entries and a couple of PSA films and a couple are still due to come.
5. Identified in the midst of preparing for the Big FD events some improvements that we can continue movement after the Spring Conference. Wish list projects such as:
 - a. Creating a Web Site Map or a How to Navigate Tutorial within the FD Web.
 - b. Collaborating with club members on how to better promote their clubs.



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6. Been Promoting the Spring Conference up a Kazoo:
 - a. Have you received your Conference Postcard from Laverne Leonard, our District Bulk Mail Chair? I received mine!
 - b. Our Content and Technical Web Masters (Norm and Dan) were and still are busy – (1) Writing articles, (2) Setting up Registration page and (3) Candidates for 2011-2012 Officers page.
 - c. Our Email Coordinator, Ed Smith, has also been very busy; in fact as we speak he is creating Region 10 Adviser Joyce Persichilli's promo that will be emailed no later than tomorrow.
 - d. We're also going to cover your Division Contests. Dan Cossack, District Journalist Chair, has already published in the FD website Division C's Contest (Just click News button from our foundersdistrict.org) All of the rest of you are next. Alex Ruiz will cover Division E and I will cover Division B and Dan will - cover the others.

You may say to me "Hey Cyndy, you still didn't do anything to make the District Distinguished." Yes, not directly. However, our job in the PR Office is to celebrate Toastmaster member achievements - Be cheerleaders and make members happy. Happy Toastmasters retain membership and tell their friends. Another important fact – 4 of our PR team members are considering District leadership positions next year. I'd like to think that their PR experience had a hand in preparing them for the next challenge.

Don't you agree PR Office has Inspired Leaders and Communicators?

Cheers!

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